



DONATE to ‘Finish the Final Mile’

The Downtown Greenway was envisioned in 2001. Between then and now, construction prices escalated, public art and design/construction opportunities grew, and the need for staff expanded and extended over 20 years. The City has identified the public funding they need to complete the construction of the final section. In the fall of 2019, we determined that we needed to raise \$1 million in private funding to meet the private obligations to finish the enhancements along the ‘Final Mile’. To date all but \$250,000 has been raised towards that goal. You can be a part of making this happen. Please join us in the Final Mile Campaign.

Opportunities for Giving

All contributions will be acknowledged on the Downtown Greenway website at the following levels unless anonymity is requested. Also, donors of \$250 or more will be recognized along the western “final mile” on the former railroad corridor at the Friendly Avenue overpass on the Downtown Greenway. Donors of \$2,500 or more will also be permanently recognized on the Major Donor Spool Wall located at Woven Works Park at the corner of Lindsay and Murrow Boulevard on the Downtown Greenway.

Front-Runner (\$5,000,000 & above)	Cyclists (\$25,000 to \$49,999)
Groundbreakers (\$1,500,000 to \$4,999,999)	Sprinters (\$10,000 to \$24,999)
Pathfinders (\$500,000 to \$1,499,999)	Joggers (\$2,500 to \$9,999)
Pacesetters (\$250,000 to \$499,999)	Trekkers (\$1,000 to \$2,499)
Marathoners (\$100,000 to \$249,999)	Walkers (\$500 to \$999)
Explorers (\$50,000 to \$99,999)	Strollers (\$100 to \$499)
	Connectors (up to \$99)

Commemorative Naming Opportunities

- **Donations of \$2,500 or more:**
Supporters who make a make a donation of \$2,500 or more, will have the opportunity to select a naming opportunity for Greenway spaces, site furnishings, and other signage along the Downtown Greenway. Selecting one of the naming opportunities allows donors to honor someone or to initiate or perpetuate a tradition of philanthropy in the donor’s own name. In addition, donors at this level will be recognized on the Donor Spool Wall at Woven Works Park at the intersection of Murrow and Lindsay.



Major Donor Wall at Woven Works Park

How can I make a donation to the Final Mile Campaign?

- Go to our website www.downtowngreenway.org and click on the Donate Now button on the homepage to make your secure donation.
- Mail a check made payable to the Downtown Greenway Final Mile Campaign to 122 North Elm Street, Suite 110, Greensboro, NC 27401.
- Or contact Laura Lorenz, Campaign Manager, at llorenz@actiongreensboro.org or 336.387.8355.